

Receipt date: 11/14/2005



IFW
CD

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application Number : 10/748,682 Confirmation No.: 1976
Applicant : Koningstein
Filed : 12/31/2003
Title : System and Method for Delivering Internet Advertisements that
Change Between Textual and Graphical Ads on Demand by a User
TC/Art Unit 3621
Examiner: : Unknown

Docket No. : 64557.000016 (GP-186-00-US)
Customer No. : 21967

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

In accordance with 37 C.F.R. §§ 1.97 and 1.98, and in compliance with the duty of disclosure set forth in 37 C.F.R. § 1.56, applicant is submitting herewith the attached Form PTO-SB/08A listing references for consideration and to be made of record herein by the U.S. Patent and Trademark Office in the above-captioned application.

Consideration of the foregoing plus the prompt return of a copy of the enclosed Form SB/08A with the Examiner's initials in the left column in accordance with MPEP 609 are respectfully requested.

In accordance with 37 C.F.R. § 1.97(b), this Information Disclosure Statement is being submitted prior to a first Office Action on the merits. Therefore, it is believed that no fee is required for consideration of this information. However, in the event any fee is deemed

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /K.L./

Receipt date: 11/14/2005

PATENT
64557.000016 (GP-186-00-US)

necessary, the Commissioner is authorized to charge the undersigned's Deposit Account No. 50-0206.

Respectfully submitted,

HUNTON & WILLIAMS LLP

By:



Brian M. Buroker
Registration No. 39,125

Hunton & Williams LLP
Intellectual Property Department
1900 K Street, N.W., Suite 1200
Washington, D.C. 20006-1109
(202) 955-1500

Dated: November 14, 2005

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /K.L./

Receipt date: 11/14/2005

PTO/SB/08A (10/01) (modified)
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Application Number	10/748,682
Filing Date	12/31/2003
First Named Inventor	Koningstein
Art Unit	3621
Examiner Name	Unknown
Attorney Docket Number	64557.000016 (GP-186-00-US)

Sheet 1 of 4

U.S. PATENT DOCUMENTS

*Examiner Initials	Cite No.	DOCUMENT NUMBER Number - Kind Code (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		5,636,346	06-03-1997	Saxe	
		5,724,521	03-03-1998	Dedrick et al.	
		5,845,265	12/01/1998	Woolston	
		5,918,010	06/29/99	Appleman et al.	
		5,920,854	07/06/99	Kirsch et al.	
		5,931,901	08-03-1999	Wolfe et al.	
		5,974,398	10-26-1999	Hanson et al.	
		6,026,368	02-15-2000	Brown et al.	
		6,044,375	03-28-2000	Shmueli et al.	
		6,067,570	05-23-2000	Kreynin et al.	
		6,078,866	06/20/00	Buck et al.	
		6,223,163	04-24-2001	Van Luchene	
		6,247,009	06-12-2001	Shiiyama et al.	
		6,253,189	06-26-2001	Feezell et al.	
		6,269,361	07-31-2001	Davis et al.	
		6,285,987	09-04-2001	Roth et al.	
		6,298,348	10-02-2001	Eldering	
		6,324,519	11-27-2001	Eldering	
		6,336,132	01/01/02	Appleman et al.	
		6,421,675	07-16-2002	Ryan et al.	
		2001/0042064	11-15-2001	Davis et al.	
		2001/0047297	11-29-2001	Wen	
		2001/0051911	12-13-2001	Marks et al.	
		2002/0002525	01-03-2002	Arai et al.	
		2002/0035536	03-21-2002	Gellman	

EXAMINER SIGNATURE

DATE CONSIDERED

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /K.L./

Receipt date: 11/14/2005

INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Substitute for form 1449A/PTO		
				Application Number		10/748,682
				Filing Date		12/31/2003
				First Named Inventor		Koningstein
				Art Unit		3621
Examiner Name		Unknown				
Sheet	2	of	4	Attorney Docket Number		64557.000016 (GP-186-00-US)
U.S. PATENT DOCUMENTS						
*Examiner Initials	Cite No.	DOCUMENT NUMBER Number - Kind Code (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	
		2002/0038282	03-28-2002	Montgomery		
		2002/0046104	04-18-2002	Kaddeche et al.		
		2002/0077891	06-20-2002	Castle et al.		
		2002/0099605	07-25-2002	Weitzman et al.		
		2002/0111898	08-15-2002	Numaoka et al.		
		2002/0123988	09-05-2002	Dean et al.		
		2003/0149618	08-07-2003	Sender et al.		
		2004/0015397	01-22-2004	Barry et al.		
		2004/0019523	01-29-2004	Barry et al.		
		2004/0044571	03-04-2004	Bronnimann et al.		
		2004/0059708	03-25-2004	Dean et al.		
		2004/0059712	03-25-2004	Dean et al.		
		2004/0093327	05-13-2004	Anderson et al.		
		2004/0119740	06-24-2004	Chang et al.		
		2004/0167928	08-26-2004	Anderson et al.		
		2004/0249709	12-09-2004	Donovan et al.		
		2005/0065806	03-24-2005	Harik		
		2005/0071224	03-31-2005	Fikes et al.		
		2005/0096979	05-05-2005	Koningstein		
		2005/0131758	06-16-2005	Desikan et al.		
		2005/0131762	06-16-2005	Bharat et al.		
		2005/0144069	06-30-2005	Wiseman et al.		
		2005/0216335	09-29-2005	Fikes et al.		
		2005/0222900	10-06-2005	Fuloria et al.		
		2005/0222903	10-06-2005	Buchheit et al.		
EXAMINER SIGNATURE				DATE CONSIDERED		
<p>*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.</p>						

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /K.L./

Receipt date: 11/14/2005

PTO/SB/08A (10/01) (modified)
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Application Number		10/748,682	
				Filing Date		12/31/2003	
				First Named Inventor		Koningstein	
				Art Unit		3621	
				Examiner Name		Unknown	
Sheet	3	of	4	Attorney Docket Number		64557.000016 (GP-186-00-US)	
U.S. PATENT DOCUMENTS							
<small>*Examiner Initials</small>	<small>Cite No.</small>	<small>DOCUMENT NUMBER Number - Kind Code (if known)</small>		<small>Publication Date MM-DD-YYYY</small>	<small>Name of Patentee or Applicant of Cited Document</small>		<small>Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear</small>
/K.L./		2005/0223002		10-06-2005	Agarwal et al.		
/K.L./		2005/0222989		10-06-2005	Haveliwala et al.		
FOREIGN PATENT DOCUMENTS							
<small>*Examiner Initial</small>	<small>Cite No.</small>	<small>FOREIGN PATENT DOCUMENT</small>		<small>Publication Date MM-DD-YYYY</small>	<small>Name of Patentee or Applicant of Cited Document</small>		<small>Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear</small>
/K.L./		WO	0038074	06-29-2000	Kay et al. (electronic copy on enclosed CD)		
/K.L./		WO	2004/042525	05-21-2004	Donovan et al. (electronic copy on enclosed CD)		
/K.L./		EP	1026610 A2	08-09-2000	Del Sesto (electronic copy on enclosed CD)		
OTHER DOCUMENTS - NON-PATENT LITERATURE DOCUMENTS							
<small>*Examiner Initials</small>	<small>Cite No.</small>	<small>Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published</small>					
/K.L./		Google Introduces New Pricing For Popular Self-Service Online Advertising Program, http://www.google.com/press/pressrel/select.html , p. 1-2, dated February 20, 2002, printed on 7/29/03. (electronic copy on enclosed CD)					
/K.L./		Collection of pages from www.overture.com , printed on 7/29/03. (electronic copy on enclosed CD)					
/K.L./		Collection of pages from findwhat.com , http://www.findwhat.com , printed on 7/29/03. (electronic copy on enclosed CD)					
/K.L./		Collection of pages from Sprinks.com , http://www.sprinks.com , printed on 7/29/03. (electronic copy on enclosed CD)					
/K.L./		Collection of pages from Kandoodle.com , http://www.kanoodle.com , printed on 7/29/03. (electronic copy on enclosed CD)					
EXAMINER SIGNATURE				DATE CONSIDERED			
<small>*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.</small>							

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /K.L./

Receipt date: 11/14/2005

PTO/SB/08A (10/01) (modified) +
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Substitute for form 1449A/PTO				Application Number		10/748,682	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Filing Date		12/31/2003	
				First Named Inventor		Koningstein	
				Art Unit		3621	
				Examiner Name		Unknown	
Sheet	4	of	4	Attorney Docket Number		64557.000016 (GP-186-00-US)	
OTHER DOCUMENTS - NON-PATENT LITERATURE DOCUMENTS							
*Examiner Initials	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published					TRANSLATION
/K.L./		Collection of pages from Google Advertising, http://www.google.com , printed on 7/29/03. (electronic copy on enclosed CD)					
EXAMINER SIGNATURE				/Khanh Le/			
DATE CONSIDERED				01/13/2009			
<p>*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.</p>							

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /K.L./